

Goodyear 2008 Highlights

Goodyear's 2008 Accomplishments Live Up to All-America City Title



Produced by the City of Goodyear
Communications Office



CITY
OF
GOODYEAR
2008


Messages from Our Leaders

From the Mayor



Mayor James Cavanaugh

This past year proved a historic milestone for Goodyear when our city was honored as both an All-America City and a “Most Livable City.” These prestigious national awards recognized our innovative practices, our recruitment of private universities and our leading the acceleration of the I-10 widening. Innovation and planning are at the core of Goodyear’s success. You’ll see in this report that we lived up to the intent of these awards in 2008 – a banner year for our city.

It took only one visit to Goodyear for the Cincinnati Reds to recognize its vibrancy and join the Cleveland Indians in making Goodyear their Spring Training home. Our dynamic and excellent workforce convinced Cancer Treatment Centers of America, Macy’s, and Amazon.com to locate here. 2008 also brought a new city manager, John Fischbach, whose 33 years of experience have already proven invaluable in helping us maneuver the tough economy.

We recognize that many of our residents are going through hard times and the City will keep attempting to help wherever and whenever we can. While 2009 will prove trying for all, we promise to make every effort to keep our service levels as high as possible.

On behalf of the entire City Council, we sincerely hope that 2009 brings the end of the recession and better times for all.

From the City Manager



City Manager John F. Fischbach

I am honored to be Goodyear’s head administrator. I was attracted to Goodyear by both the opportunities and challenges that growth brings. I am fortunate to have inherited dedicated and innovative employees led by a talented management team.

Now that the economy has stalled, I am even more impressed with the staff and their willingness to make hard decisions to get us through these tough times while maintaining high service levels. I am also extremely impressed and grateful for the City Council’s support and their past and current fiscal conservatism which has resulted in us being in a somewhat better financial position than many cities in this state.

Knowing many of our residents are in need, we have begun efforts to provide informative, free financial and home foreclosure seminars and continue looking for other ways to help.

You will see in this publication that we have accomplished much in 2008 and laid the foundation for several future projects and programs. We will keep using innovative thinking and bold actions to continue improving Goodyear. Despite the economy, next year will be a time for celebration with the opening of the ballpark and Spring Training, the beginning of construction on the regional mall, and the near completion of I-10 construction.

From the City’s management and staff, I wish you the best in 2009.

Goodyear City Council



Vice Mayor Rob Antoniuk



Councilmember Dick Sousa



Councilmember Frank Cavalier



Councilmember Brenda Holland



Councilmember Georgia Lord



Councilmember Joanne Osborne

Awards and Grants



All-America and Most Livable City National Awards

A team of citizens wrote the application and more than 30 citizens went to Florida to help Goodyear win the coveted National Civic League’s All-America City award – the “Nobel prize” for cities. Soon after, the Conference of Mayors named Goodyear one of the top five “most livable cities in the U.S.” Goodyear is one of only two cities in the country to win both distinguished national awards in the same year.



Grant Funding Awards

A total of \$1,637,846 in grants were obtained this year. Key grants include: a \$475,334 Community Development Block Grant for Western Ave. improvements; \$91,912 from the Salt River Pima-Maricopa Indian Community for a refueling station; and nearly \$800,000 in Homeland Security grants for specialized public safety vehicles, training and tools. The City also received \$409,200 in Environmental Protection Agency funds, partially reimbursing the City for a water treatment plant.



SAVVY National Marketing Awards

Goodyear’s INFOCUS publication took two top honors at the 3CMA national marketing association’s competition. It won as both the best citizen newsletter and best citizen magazine in the country. Goodyear’s Economic Development Campaign for the recruitment of universities also took a first place award. Silver SAVVY’s were awarded to the City’s employee website and newsletter.



Several Local Awards

Our “Curby” recycling campaign received Valley Forward’s top environmental education award. Goodyear and West Valley Hospital shared Valley Metro’s Blue Sky award for building an interim Park ‘N Ride lot. Goodyear’s recruitment of two new teams to the Cactus League won Westmarc’s Honorable Mention. Councilmember Joanne Osborne was a finalist for two prestigious Women in Business awards.



Building the Ballpark

Designed by HOK Sport and constructed by Barton Malow, the ballpark has 8,000 stadium seats, 1,500 lawn seats, six suites, 500 premium seats and two party decks. Construction will be completed in time for the Spring Training season in February 2009. Goodyear took over the construction of infrastructure surrounding the ballpark from a private developer in 2008 to assure its timely completion.



Indians' Complex Grand Opening

More than 1,000 people including the Governor attended the festive grand opening of Phase I of the Goodyear Recreational Complex. Phase I includes the Cleveland Indians' clubhouse, six full practice fields, a half field, and batting tunnels. Four of the practice fields, all lighted, will be available for the use of Goodyear and its residents 10 months a year after Spring Training ends.



Reds' Signing and Complex Groundbreaking

In April 2008, following months of intense negotiations, the Cincinnati Reds agreed to move their Spring Training from Florida to Goodyear. Just one year after the groundbreaking for the Indians, Goodyear hosted a groundbreaking in September for Phase II of the Goodyear Recreational Complex which includes a clubhouse and practice facilities for the Cincinnati Reds that closely replicate those of the Indians.



Baseball Art

The centerpiece of the plaza outside the Goodyear Ballpark entrance will be a 60-foot-six-inch high white fiberglass sculpture with red baseball laces by nationally renowned sculptor Donald Lipski. The \$500,000 sculpture, whose height matches the distance between the pitcher's mound and homeplate, was purchased by the Wood family and the City of Goodyear.



City Center

Lankford & Associates beat out two other developers after a nationwide search for a team to develop the City Center at Yuma Road and Estrella Parkway. Lankford signed an agreement to construct two buildings and infrastructure for about \$67 million on a 40-acre parcel owned by the City. The City Hall and library will be the first buildings in City Center and should be completed by early 2011.



Universities

Both University of the Incarnate Word and Franklin Pierce University have signed 99-year leases at a cost of \$1 for the first 50 years that allows each of them to build on 20 acres of city land in the City Center. Each lease has two additional 10-year rolling options and reserves an additional 10 acres of adjacent land for future expansion. Both universities offered classes in 2008 at interim facilities.



New Court Building

The City's Municipal Court recently moved into the Venida Business Park where the City's Public Safety Administration and Community Development Department are already housed. Along with this move comes a new interim City Council chambers which seats more than 100 and will serve our growing city until the new City Hall and Council Chambers are built in 2011.



Transit Projects

Goodyear built an award-winning interim Park 'N Ride facility on West Valley Hospital-owned land. The lighted parking lot serves the highly successful new Express Bus Route 562 that was introduced in July. This interim facility will serve area residents until the permanent Park 'N Ride lot is built in 2010.



“Shop Goodyear, Everyone Gains”

This year’s shopping campaign was about providing economic stimulus to local businesses and keeping residents’ dollars at home to support retail sales tax dollars that account for almost 30 percent of Goodyear’s operating budget. Everyone submitting receipts for purchases of at least \$25 was entered into weekly drawings. Grand prizes included a hotel stay and a pair of diamond stud earrings.



Canyon Trails Towne Center

Located on the northeast corner of Yuma Road and Cotton Lane, Canyon Trails is the first major retail center to serve west Goodyear. Opened in late 2008, the 900,000-square-foot center is the largest retail center in Goodyear to date. Super Target, the major anchor, is accompanied by OfficeMax, Ross Dress for Less, PetsMart and Sports Authority.



Estrella Falls Regional Shopping Center

In February 2008, Westcor announced the delay of the Estrella Falls mall from 2009 to fall 2010 due to the economy. Macy’s, Dillards and Harkins Theatre will serve as the major anchors. This 1.2-million-square-foot, outdoor lifestyle retail center will sit on 105 acres north of McDowell Road between PebbleCreek Parkway and Bullard Avenue.



The Market at Estrella Falls

The 425,500-square-foot Market at Estrella Falls is located on 66 acres west of the Bullard Wash and represents Phase I within the entire 300-acre planning area for Estrella Falls Regional Shopping Center. This power center which opened in late 2008 includes Chase Bank, HomeGoods, TJ Maxx, Old Navy, Staples, Razmataz, Petco, La-Z-Boy, Alltel and is anchored by a new concept Bashas’.



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Macy’s Fulfillment Center

Macy’s Logistics and Operations Center came to Goodyear in June, bringing more than 500 jobs to area residents. Its 600,000-square-foot building is equipped with 17 miles of conveyor belts featuring high-tech optical technology. The fulfillment center in Goodyear Crossing handles direct-to-consumer and online orders for both Bloomingdale’s and Macy’s.



Amazon.com

This fall, Amazon.com was the second major employer to locate to Goodyear in 2008. Amazon.com occupies a 513,000-square-foot fulfillment center at Maricopa County 85 and Cotton Lane in Goodyear Crossing. Amazon.com plans to employ 600 to 800 full-time workers and up to 700 part-time holiday workers at the Goodyear facility, the company’s second in Arizona.



Cancer Treatment Centers of America

CTCA, the third major employer to locate to Goodyear and CTCA’s fourth hospital, opened its Western Regional Medical Center south of I-10 between Bullard Avenue and Litchfield Road in December 2008. The all-digital, 210,000-square-foot cancer hospital is expected to generate \$400 million within the local economy over the first five years, while creating 420 new high-paying jobs within three years.



Business Parks

More than 20 years after acquiring 10,000 acres along the future Loop 303, SunCor has rolled out the first phase of its 1,600-acre Palm Valley 303 business park with a 440,000-square-foot distribution warehouse. At build-out, it is projected to include about 19.5 million square feet. Another business park, Goodyear Crossing, at MC 85, represents over 1,000 jobs as home to Amazon.com, Macy’s, and other large spec buildings.



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New Water Resources Administration Facility Dedication

The new Water Resources administration building was dedicated in January. The residential-looking facility was built in Tuscan style to complement the housing being built in the area. The Water Resources Department has since been combined with the Public Works Department and the building is now serving as headquarters for the combined water and public works administration.



Expansion of Wastewater Treatment Plant

The 157th Avenue Wastewater Treatment Plant has been expanded from 3 to 4 million gallons per day (MGD) to provide additional treatment capacity to support residential and commercial growth. Many of the improvements are state-of-the-art and have made the total operation of the wastewater plant more efficient than in past years.



Extraction Well/Treatment Facility

The U.S. Environmental Protection Agency dedicated Crane Co.'s newest extraction well/groundwater treatment facility in a corner of Goodyear Community Park in January. This and two other Crane extraction well/treatment facilities at the edges of the north plume, which was caused by the Unidynamics operation, should make great strides in capturing the plume and eventually cleaning it up.



Adaman Waterline

Goodyear has an agreement to purchase water from the Adaman Mutual Water Company. More than 4.5 miles of water transmission lines running through PebbleCreek will deliver the water from the Adaman property to a well site at Canyon Trails. The City has completed Phase I of the Adaman Pipeline project without disruption to the residents of PebbleCreek.



Bullard Interchange/I-10 Widening

The newest interchange on Interstate 10 at Bullard Avenue was completed in April just before the I-10 widening began. Work on I-10 began in the median between Loop 101 and Sarival Avenue to add one general traffic lane and one HOV lane in each direction. In 2009, construction will add one general traffic lane and one lane leading to on and off ramps each way between Dysart Road and Sarival Avenue.



McDowell Road Improvement District

Improvements include widening McDowell Road, PebbleCreek Parkway, Bullard Avenue, and W. Virginia Avenue and extensions of other roads. Work includes park amenities and improvements in Bullard Wash and bridge building across Bullard Wash at McDowell Road and Monte Vista Road. Property owners in the district are assessed for the improvements which will be completed in February 2009.



Bullard Avenue South of I-10

Goodyear and a private developer are contributing to the widening of Bullard Avenue between Interstate 10 and Van Buren Street which should be complete in February 2009. Three northbound and two southbound lanes will be built. The City recently completed the paving of a new section of Bullard Avenue south of Van Buren Street. Now open, it will carry traffic to the new Goodyear Ballpark.



Cotton Lane Bridge/Road Opens

Goodyear, Maricopa County and Newland Communities partnered to build Cotton Lane Bridge. The Ellman Companies, the King Ranch developer, built the 1.6 mile section of road leading to it. The \$50 million bridge, spanning the Gila River at Cotton Lane, opened in November, giving Estrella residents another route north to I-10. Geckos are etched into the bridge's concrete.



Revamped Website Launched

Goodyear's 2000-page website got a complete overhaul before it was launched in July. Not only did it receive a totally new look, its navigation system was greatly improved to enhance customer service. The majority of the site's pages can now be reached from the homepage by mousing over drop-down menus. Most of the forms are electronic and interactive. The site also has new videos and interactive maps.



New Youth Commission

The nine high-schoolers named to Goodyear's first Youth Commission will learn about City government and advise City staff on youth-related issues. Inaugural members are: (l to r) Stephanie Cronk, Trista Tookey, Allyssa White, City Liaison Jennifer Campbell, Sean Yohe, Elijah Hite, Shirin Ahmadpour, Jamiaya Fleming, Robyn James and Erin Stipp.



Library Services Launched

While Goodyear prepares to build its first library in 2010, the City and Maricopa County Library District joined to provide library services in 2008. A video bulletin board and a library catalog kiosk were placed in the lobby of the Goodyear City Hall. The Summer Reading Program and Summer Story Times were the inaugural programs. The non-profit, Friends of the Library volunteers are now meeting to support the future library.



First Citizens Academy

Goodyear, in partnership with Litchfield Park, launched its first 10-week Citizens Academy. Twenty-four citizens graduated from the academy after learning first hand about the inner workings of local government and how its role differs from County and State governments. Tours included Goodyear's ballpark and community parks plus Litchfield Park's community pool and recreation center.



Fire Station Grand Opening

The \$3 million Fire Station 185, located outside the PebbleCreek entrance, is Goodyear's sixth station and the second one north of I-10. Operational in June, the grand opening was held in November when PebbleCreek is most populated. The 10,800-square-foot facility has two vehicle bays, a four-person fire engine, and three shifts. Each shift's four-member crew includes two paramedics and two EMTs.



Police Officer/Dog Shot

Officer Ricky Melrose was shot in the chest and hip and his police dog Zip was shot in the ear while responding to an armed robbery in progress. Both have recovered and returned to work. Melrose was the first Goodyear police officer shot in the line of duty. Community fundraising efforts were extensive and helped the Melrose family during the officer's recuperation.



Family Advocacy Center Opens

The Southwest Family Advocacy Center, a joint effort of Avondale, Buckeye and Goodyear, began serving victims of sexual assault, child abuse, domestic violence and aggravated assault in May. The 12,000-square-foot facility has a large playroom, offices, separate adult and pediatric medical exam rooms, a laboratory, a CT scan room, and comfortable interview rooms equipped with A/V equipment.



Interoperable Radio System

Goodyear approved the funding to become part of a Valleywide public safety and municipal radio system. Joining the cooperative is cheaper than building a new, stand-alone system. An advantage of joining the system, especially during emergencies, is that Goodyear police, firefighters, and public works employees can talk with one another and other Valley employees via radio.



Events and Budgets

G.A.I.N.

G.A.I.N. attendees from 15 communities in Goodyear were welcomed by Old West facades painted by citizen volunteers. The Arts Commission brought two canvases depicting Goodyear's history which attendees were encouraged to color. The free Taste of Goodyear attracted 13 local restaurants. Entertainment and public safety information helped make it the most successful neighborhood event so far.



Holiday Events

More than 20,000 people attended Goodyear's signature holiday events including the snow-filled Holly Jolly Festival, the Star Spangled 4th of July and the Howling Halloween Bash plus Concerts and Movies in the Park. The spectacular fireworks display cancelled due to wind on the 4th was launched at the cooler Halloween event to a huge crowd of costumed spectators.



Volunteer Contributions

Goodyear celebrated its many volunteers at the inaugural Goodyear Gives Back Volunteer Appreciation Celebration dinner in May. More than 300 volunteers have devoted over 5,000 combined hours to the City since July 1, 2007. These volunteers work on committees and commissions, help at holiday events, and make special projects such as Safety Expo Day and Make-A-Difference Day possible.



City Budget Cuts

In January, when management identified expected revenue shortfalls of almost \$12 million due to new housing decreases, management worked fast and directed all departments to find 10 percent of their budgets that could be cut with little effect on service levels to citizens. These 10 percent budget cuts helped us end 2008/2009 with a small revenue balance. The conservative cuts became permanent in our 2009/2010 budgets.

